

NON-MENTHOL AD (#839288)

*From Philip Morris.*

# NICOTINE EXTRACTED TOBACCO



HOW A HILL OF BEANS HELPED PERCOLATE  
THE NEXT BREAKTHROUGH IN SMOKING.

"If they can remove caffeine from coffee and still keep its  
distinct flavor, why can't we do the same with tobacco?"

That simple question inspired Philip Morris to create  
the first cigarette made with nicotine-extracted tobacco.

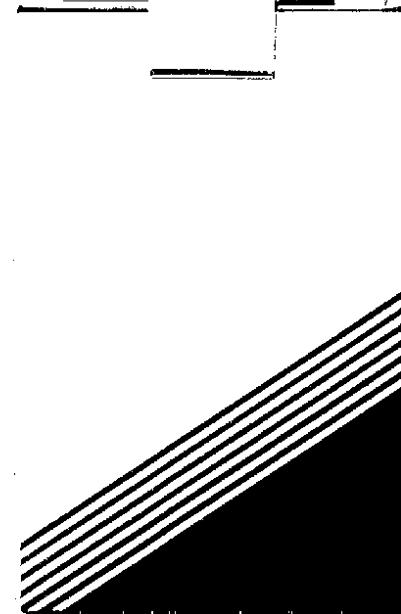
97% of the nicotine has been removed. Taken away naturally by  
our patented extraction process, the same way caffeine is removed from coffee.



Leaving our mild, natural tobacco  
mild and natural.

And leaving you with a dis-  
tinct, light smoke unlike any  
you've ever tried.

WHAT YOU WANT  
OUT OF A CIGARETTE.



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SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.

Available in Lights, Ultra Lights, Regular and Menthol.